

FLOW CHART

WHAT STYLE WORKS FOR YOUR NEEDS?

Which Writing Style Should You Choose?

Copy needs to be written with multiple considerations, such as the type of product or service, how clear its value is to the public, and the customer's readiness to buy or take action.

When writing or evaluating a piece of copy, ask the following questions for an idea on the type of copywriting style you could use to get the results you want.

Are readers ready to buy?

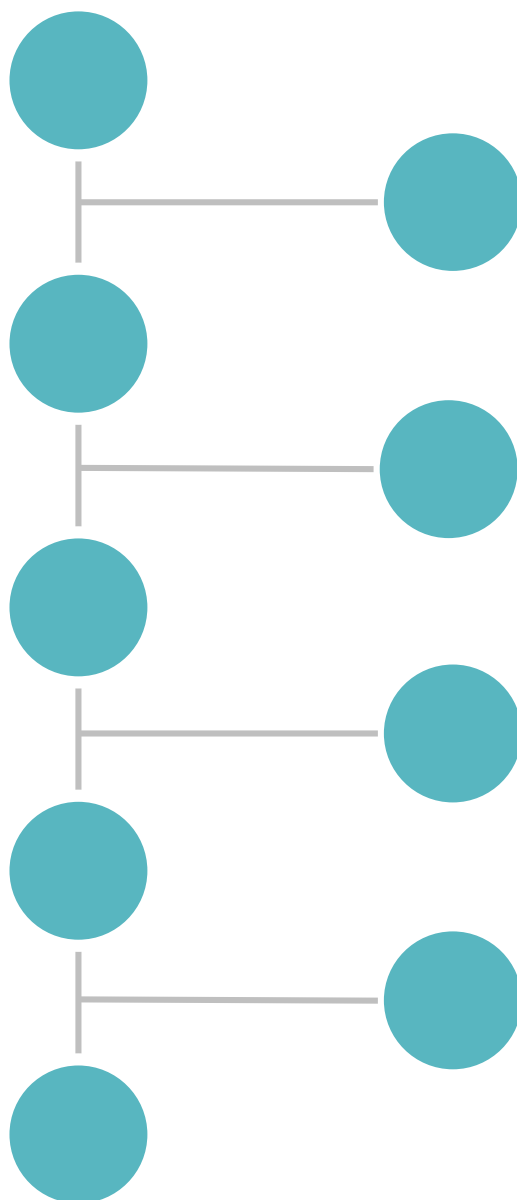
Does the product have obvious shortcomings or negatives?

Ex. Expensive, ugly design

Could the product's value be explained through a lesson or example?

Does your product have an obvious purpose or application?

Ex. A snow shovel has an obvious purpose, a hat with a built-in USB charger might not



YES – **Factual**, if they're ready to buy, they usually need specific details to pinpoint the type of product

YES – **Harsh truths**, defuse negatives by turning them into positives ("we change more because we've put twice as many features into it...")

YES – **Storytelling**, offer a scenario where a problem was solved by using the product or implementing your solution, help the reader identify with the issue

YES – **Imaginative**, use imaginative copy to ignite interest, illustrate why yours provides more value than expected, is worth buying

NO – **Imaginative**, use natural language to describe what your product is or does, why it's valuable

2.8 Worksheet:

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WHEN READING YOUR COPY....

Is the reader ready to buy?

- YES - Factual, if they're ready to buy, they usually need specific details to pinpoint the type of product
- NO...

Does the product have obvious shortcomings or negatives? ex. expensive, ugly design

- YES - Harsh truths, defuse negatives by turning them into positives ("we charge more because we've put twice as many features into it...")
- NO...

Could the product's value be explained through a lesson or example?

- YES - Storytelling, offer a scenario where a problem was solved by using the product or implementing your solution, help the reader identify with the issue
- NO...

Does your product have an obvious purpose or application?

ex. a snow shovel has an obvious purpose, a hat with a built-in USB charger might not

- YES - Imaginative, use imaginative copy to ignite interest, illustrate why yours provides more value than expected, is worth buying
- NO - Conversational, use natural language to describe what your product is or does, why it's valuable